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Please find below and/or attached an Office communication concerning this application or proceeding.

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE _3_ MONTH(S) FROM
THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed
  after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any
  earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) ☒ Responsive to communication(s) filed on _14 March 2003_ .

2a) ☐ This action is **FINAL.**   2b) ☒ This action is non-final.

3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is
closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) ☒ Claim(s) _1-16_ is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) ☐ Claim(s) _____ is/are allowed.

6) ☒ Claim(s) _1-16_ is/are rejected.

7) ☐ Claim(s) _____ is/are objected to.

8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) ☐ The specification is objected to by the Examiner.

10) ☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

11) ☐ The proposed drawing correction filed on _____ is: a)☐ approved b)☐ disapproved by the Examiner.

    If approved, corrected drawings are required in reply to this Office action.

12) ☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All b)☐ Some * c)☐ None of:

      1.☐ Certified copies of the priority documents have been received.

      2.☐ Certified copies of the priority documents have been received in Application No. _____ .

      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage
application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).

    a) ☐ The translation of the foreign language provisional application has been received.

15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)   4) ☐ Interview Summary (PTO-413) Paper No(s). _____ .

2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)   5) ☐ Notice of Informal Patent Application (PTO-152)

3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) _____ .   6) ☐ Other: .

DETAILED ACTION

Response to Amendment

1.   This office action is in response to Amendment received March 14, 2003 (paper #15).

2.   Claims 1-16 are original pending claims; claims 17-15 are added.

Claim Rejections - 35 USC § 103

3.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness

rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section
> 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the
> subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill
> in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the
> invention was made.

4.   Claims 1, 7,11,14,15, 22, and 24 are rejected under 35 U.S.C. 103(a) as being unpatentable

Dworkin (US 4,992,940) and in view of Gregory (US 6,490,567).

Claim 1,

A system for browsing products using competitor information, the system comprising:

-a product database including first data representing a product, including

second data representing a competing product, and including third data

representing an association between said product and said competing product,

said product database stored on a computer readable medium; / abstract; fig's 1(3:**database**), **2B**

(view supplier), 3**(competitor and manufacturer)**, 6**(competitor product, price association)**, 7.

-Dworkin teaches a generating an electronic store page, said dynamic page file

including instructions to use said second data as to obtain said first

data from said product database, said first data included in said electronic store page,

said dynamic page file stored on said computer readable medium; and / fig 2A

(23,25,27,29,35,37,40); fig 6 (1): **investigate product implies a query possibility**; fig 2B (47:

product,51: product); col 5, L 43-50(**screen display as a questionnaire**); col 7, L 10-65; col 8, L 9-

20.

However, Dworkin does not explicitly teach a query parameter. However, Gregory teaches a query

parameter(**col 8, L 3-18; col 9, L 55-67**). It would have been obvious to one of ordinary skill in the art

at the time of applicant's invention to implement this feature of a query parameter for the advantage of

determining minimum cost or product options or sizes or warranties.

-a product information server responsive to a customer request for said electronic store page to

access said dynamic page file, to process said instructions and to provide said electronic store page

to said customer, said product information server running on a computer operably connected to said

computer readable medium. / fig 2A,2B,3,4,5,6,7(suppliers); col 1, L 52-60; col 1, L 65 to col 2, L 6;

col 2, L 6-19; col 3, L 20-44; col 8, L 9-20

Dworkin does not explicitly teach a dynamic page file.

Official notice is taken that a dynamic page file is old and well known in the e-commerce art and / or

software art (**PC TOOLS: Notepad on p.15**). It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement this feature of a dynamic page

file for the advantage of compatibility with web servers and editing software.

Claim 7,

A method for locating information about a product using information about a corresponding product,

said method comprising the steps of:

-Dworkin teaches transmitting with a page server at least one corresponding product hyperlink to a

customer browser, said at least one corresponding product hyperlink operatively associated with a

corresponding product identifier representing a corresponding product/ fig 1,3,4,6; col 2, L 19-42.

However, Dworkin does not explicitly teach the operative association with a page file identifier

representing a corresponding product page file.   Gregory teaches the operative association with a

page file identifier representing a corresponding product page file/ col 3,L 41-44, 65 to col 4, L 9

(merchant content abstract as product page file); col 5, L 3-21(product abstract). It would have

been obvious to one of ordinary skill in the art at the time of applicant's invention to implement this

feature of the operative association with a page file identifier representing a corresponding product

page file for the advantage of product comparison.

-receiving with said customer browser said corresponding product hyperlink; / fig 2A (29), 2B (42, 47,

51),6,8

Claim 11,

An e-store dynamic page file comprising:

static content including content identification tags which may be interpreted to format said

content; / col 2, L 19-36; col 7, L 37-53; fig 3

script components including:

-connection instructions to establish a connection to a product database; / abstract (programming the

connection instructions); col 2, L 19-36; col 7, L 37-53

-Dworkin teaches a search key provided to said query instructions as a parameter, and to thereby

obtain a record set including at least one record, each of said at least one records including

information about competing products; and / fig 2A(23-37), 2B(41-55),8; fig 2A

(23,25,27,29,35,37,40); fig 6 (1): **investigate product implies a query possibility**; col 5, L 43-

50(**screen display implies a questionnaire**); col 7, L 10-65; col 8, L 9-20; fig 6, 8; col 1, L 13-28;

col 8, L 9-20. However, Dworkin does not explicitly teach query instructions to query said product

database. Gregory teaches query instructions to query said product database (**col 8, L 3-18; col 9,

L 55-67**). It would have been obvious to one of ordinary skill in the art at the time of applicant's

invention to implement this feature a query instructions to query product databases for the advantage

of determining minimum cost or product options or sizes or warranties and if item is in inventory.

-hyperlink creation instructions to create a hyperlink for each of said at least one records, each

hyperlink referencing a corresponding product page file for transmitting information about a

corresponding product, each hyperlink including an identifier representing a corresponding product. /

abstract(programmed computer includes the hyperlink creation instructions or split screening); fig

2A(23-37), 2B(41-55),6,7,8

Claim 14,

A system for locating information about products, said system comprising:

-associating means for storing an association between a product and a corresponding

product; / abstract; fig 6,8

-requesting means responsive to an identification of said product to request information

about said corresponding product; / abstract ; col 2, L 6-24

- Dworkin teaches using said identification of said product to access said associating

means and to thereby obtain said information about said corresponding product; / abstract; fig 2A(23-

37), 2B(41-55),6,8; col 2, L 25-41.   Dworkin does not explicitly teach query means. However,

Gregory teaches a query parameter(**col 8, L 3-18; col 9, L 55-67**). It would have been obvious to

one of ordinary skill in the art at the time of applicant's invention to implement this feature a query

parameter for the advantage of determining minimum cost or product options or sizes or warranties.

-information assembly means responsive to said request to invoke said query means

and to format said information about said corresponding product; and / refer to reasoning under claim

11

-transmitting means for presenting to a customer said formatted

information about said corresponding product. / abstract; fig 1,6(model, low price, avg. price, list

price), 7(supplier, price, quantity)8; col 2, L 16-33

Claim 15,

A product browsing system comprising:

-a server computer having a network connection; / abstract; fig 1; col 1, L 53-68 ("computer, or

equivalent," can be the server)

-a product database including first data representing a product, including second data representing a

competing product, and including third data representing an association between said product and

said product and said competing product, said product database residing on a computer readable

medium of the server computer; and / abstract; fig 1(3),**2B(47,53,67)**,3(1.,2.),6(model, low price, avg.

price, list price),7(supplier, price, quantity); col 1, L 53-68; col 3, L 60 to col 4, L 2

-Dworkin teaches a product data base and first and second data/ col 2, L 6-41. Dworkin does not

explicitly teach a dynamic page file for generating and electronic store page, said dynamic page file

including instructions to use said second data as a query parameter to obtain said first data from said

product database, said first data included in said electronic store page, said electronic store page

transmitted via said network connection. However, Gregory teaches dynamic page file for generating

and electronic store page, said dynamic page file including instructions to use said second data as a

query parameter to obtain said first data from said product database, said first data included in said

electronic store page, said electronic store page transmitted via said network connection./ col 5, L 3-

21, 34-46; col 6, L 25-30, 39-60; col 8, L 26-53. It would have been obvious to one of ordinary skill in

the art at the time of applicant's invention to implement this feature of a dynamic page file for

generating and electronic store page, said dynamic page file including instructions to use said second

data as a query parameter to obtain said first data from said product database, said first data included

in said electronic store page, said electronic store page transmitted via said network connection for

the advantage of determining minimum cost or product options or sizes or warranties and product

comparison.

Claim 22 (new),

A method for obtaining information about a product using a competitor product hyperlink, the method

comprising:

Dworkin teaches associating competitor product identification information as a displayable component

of a competitor product hyperlink,/ col 2, L 6-33

However, Dworkin does not explicitly teach competitor product identification information displayable

on a computer screen to identify a first product. Gregory teaches product identification information by

disclosing the SKU(col 5, L 34-46). It would have been obvious to one of ordinary skill in the art at the

time of applicant's invention to implement this feature of a product identification information for the

advantage of establishing a link for subsequent access to more, follow-up product or supplier

information such as warranties or options or credit terms and inventory control.

Dworkin teaches information that describes a second product that corresponds to and competes with

the first product the competitor product hyperlink / col 2, L 6-33. However, Dworkin does not teach

the product page file including associating a product page file identifier. Official notice is taken that

this feature of a product page file including associating a product page file identifier

is old and well known in the e-commerce art and / or software art as a file extension acting as a file

identifier. It would have been obvious to one of ordinary skill in the art at the time of applicant's

invention to implement this feature of a product page file including associating a product page file

identifier as a parameter of the competitor product hyperlink for the advantage of establishing a link

for subsequent access to more, follow-up product or supplier information such as warranties or

options or credit terms.

-Dworkin teaches displaying the competitor product information on a computer screen/col 2, L 6-33,

especially lines 21-31.

However, Dworkin does not explicitly teach the product *identification* information.

Gregory teaches product identification information by disclosing the SKU (col 5, L 34-46). It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to implement this feature of a product identification information for the advantage of establishing a link for subsequent access to more, follow-up product or supplier information such as warranties or options or credit terms.

-Dworkin teaches selecting at least a portion of the displayed competitor product information; and/ col 2, L 6-33, especially L 19-36. However, identification Dworkin does not explicitly teach the product *identification* information selection. Gregory teaches product identification information by disclosing the selection of the SKU (col 5, L 34-46; col 6, L 55-63; col 8, L58-67). It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to implement this feature of a product identification information for the advantage of establishing a link for subsequent access to more, follow-up product or supplier information such as warranties or options or credit terms or to edit product information.

-Dworkin teaches responding to the selection by issuing a request./ col 2, L 6-33. However, Dworkin does not explicitly teach the product page file. Gregory teaches a product page file/ col 4, L 66 to col 5, L 21 and col 5, L 65 to col 6, L 30: "abstract" as the equivalent of a product page file. It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to implement this feature of a product page file for the advantage of establishing a data summary that can be updated to reflect changing product attributes like price.

Claim 24 (new),

A method for obtaining information about a product using a competitor product hyperlink, the method comprising:

Dworkin teaches associating competitor product identification information as a displayable component

of a competitor product hyperlink,/ col 2, L 6-33

However, Dworkin does not explicitly teach competitor product identification information displayable

on a computer screen to identify a first product. Gregory teaches product identification information by

disclosing the SKU(col 5, L 34-46). It would have been obvious to one of ordinary skill in the art at the

time of applicant's invention to implement this feature of a product identification information for the

advantage of establishing a link for subsequent access to more, follow-up product or supplier

information such as warranties or options or credit terms and inventory control.

Dworkin teaches information that describes a second product that corresponds to and competes with

the first product the competitor product hyperlink / col 2, L 6-33. However, Dworkin does not teach

the product page file including associating a product page file identifier. Official notice is taken that

this feature of a product page file including associating a product page file identifier

is old and well known in the e-commerce art and / or software art as a file extension acting as a file

identifier. It would have been obvious to one of ordinary skill in the art at the time of applicant's

invention to implement this feature of a product page file including associating a product page file

identifier as a parameter of the competitor product hyperlink for the advantage of establishing a link

for subsequent access to more, follow-up product or supplier information such as warranties or

options or credit terms.

-Dworkin teaches displaying the competitor product information on a computer screen/col 2, L 6-33,

especially lines 21-31.

However, Dworkin does not explicitly teach the product *identification* information.

Gregory teaches product identification information by disclosing the SKU (col 5, L 34-46). It would

have been obvious to one of ordinary skill in the art at the time of applicant's invention to implement

this feature of a product identification information for the advantage of establishing a link for

subsequent access to more, follow-up product or supplier information such as warranties or options

or credit terms.

-Dworkin teaches selecting at least a portion of the displayed competitor product information;

and/ col 2, L 6-33, especially L 19-36. However, Dworkin does not explicitly teach the

product *identification* information selection. Gregory teaches product identification information by

disclosing the selection of the SKU (col 5, L 34-46; col 6, L 55-63; col 8, L58-67). It would have been

obvious to one of ordinary skill in the art at the time of applicant's invention to implement this feature

of a product identification information for the advantage of establishing a link for subsequent access

to more, follow-up product or supplier information such as warranties or options or credit terms or to

edit product information.

-Dworkin teaches automatically responding to request information about the second product. / col 25-

33, where the second **competing product and all competing products** relevant to the request are

listed simultaneously. However, Dworkin does not explicitly teach the selection using the product

identifier. Gregory teaches product identification information by disclosing the selection of the SKU

(fig 8(81), fig 10(103);col 5, L 34-46; col 6, L 55-63; col 8, L58-67). It would have been obvious to one

of ordinary skill in the art at the time of applicant's invention to implement this feature of a product

identification information for the advantage of establishing a link for subsequent access to more,

follow-up product or competitive supplier information such as warranties or options or credit terms.

5.   Claims 2-6, 8-10,12,13,16-21, 23 and 25 are rejected under 35 U.S.C. 103(a) as being

unpatentable over Dworkin (US 4,992,940).

Claim 2,

Dworkin teaches information identifying a manufacturer as a query parameter/ fig 2A

(23,25,27,29,35,37,40); fig 6 (1): **investigate product implies a query possibility**; fig 2B (47:

product,51: product); col 5, L 43-50(**screen display as a questionnaire**); col 7, L 10-65; col 8, L 9-

20; fig 6, 8; col 1, L 13-28; col 8, L 9-20

However, Dworkin fails to explicitly teach a second dynamic page file for generating a second electronic store page, said dynamic page file including second instructions to used to obtain said second data from said product database, said second data included in said second electronic store page, said second dynamic page file stored on said computer readable medium.

Official notice is taken that this feature of a second dynamic page file for generating a second electronic store page, said dynamic page file including second instructions to used to obtain said second data from said product database, said second data included in said second electronic store page, said second dynamic page file stored on said computer readable medium.

is old and well known in the e-commerce art and / or software art as using a spit screen consisting of two competing product web sites (**Microsoft Dictionary, p. 445 or Buying Online for Dummies, p. 73-74**). It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to implement this feature of a second dynamic page file for generating a second electronic store page, said dynamic page file including second instructions to used to obtain said second data from said product database, said second data included in said second electronic store page, said second dynamic page file stored on said computer readable medium for the advantage of product comparison.

Claim 3,

Dworkin teaches said product information server responds to a customer request / fig 3,4,6,7; col 8, L 9-20.

However, Dworkin fails to explicitly teach a second electronic store page by accessing said second dynamic page file, by processing said second instructions, and by providing said second electronic

store page to said customer. Official notice is taken that this feature of a second electronic store

page by accessing said second dynamic page file, by processing said second instructions, and by

providing said second electronic store page to said customer is old and well known in

the e-commerce art and / or software art as using a spit screen consisting of two competing product

web sites (**Microsoft Dictionary, p. 445 or Buying Online for Dummies, p. 73-74**). It would have

been obvious to one of ordinary skill in the art at the time of applicant's invention to implement this

feature of a second electronic store page by accessing said second

dynamic page file, by processing said second instructions, and by providing said second electronic

store page to said customer for the advantage of efficient product comparison.

Claim 4,

The system as described in Claim 1 further comprising:

-an electronic store page having a hyperlink responsive to a customer selection of said hyperlink to

generate said request. / fig 2A(29,40), fig 2B(51,55,67,69), fig 3

Claim 5,

The system as described in Claim 4 further comprising:

-a customer browser which transmits said second data to said page server upon said selection of said

hyperlink / fig 1, fig 2B (47-69)

Claim 6,

The system as described in Claim 5, wherein said product database includes product cost information

related to said product, further comprising:

-Dworkin teaches competing cost information about said competing product, said customer browser

transmitting said cost information to said page server; (abstract; fig 6,7; col 1, L 62 to col 2, L 51).

Dworkin fails to teach a cost savings form on said electronic store page.

Official notice is taken that this feature of a cost savings form on said electronic store page is

old and well known in the e-commerce art and / or retail art of sales with cost savings advertising of

"beating all the competition by 10%." It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement this

feature of a cost savings form on said electronic store page for the advantage of convenience of

summarizing the cost savings in advance of the consumer having to do so in order to make an

informative decision based on cost.

-Dworkin teaches second instructions in said dynamic page file for comparing said competing cost

information and said product cost information to (fig 6,7).   However, Dworkin fails to teach the feature

of calculating the cost savings information, said product information server providing said savings

information to said customer.

Official notice is taken that this feature of calculating the cost savings information, said product

information server providing said savings information to said customer is old and well known in

the e-commerce art and / or retail art of sales with cost savings advertising of "beating all the

competition by 10%." It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement this

feature for the advantage of saving the consumer of having to actually do the cost saving calculations

himself and thus arriving at a faster buying decision.

-displaying with said customer browser information identifying a product, a portion of said displayed

information selectable to activate said corresponding product hyperlink; and / fig 2A(27,41),

2B(47,51,69),6,8; col 2, L 25-33

-responding to a selection of said portion by transmitting to said page server a request for said

corresponding product page file and by transmitting to said page server said product

identifier / fig 2A (25, 37), 2B (49-51),6; col 1, L 52-60; col 6, L 51-57

Claim 8,

The method as described in Claim 7, comprising the further steps of

-receiving with said page server said request for said corresponding product page file and said

identifier; / col 6, L 26-37; col 8, L 3-8

-processing instructions in said page file to use said identifier to obtain data representing a

corresponding product; and / col 7, L 43-49(internal identifier) col 8, L 9-20

-transmitting with said page server to a customer browser said data representing said corresponding

product. / fig 2A(27-43), 2B(47-49)

Claim 9,

The method as described in Claim 8, comprising the further steps of

- transmitting with said page server at least one manufacturer hyperlink to a customer browser, / fig

6,8; col 2, L 19-36; col 6, L 25-43.

-receiving with said customer browser said manufacturer hyperlink: / fig 6,8

-displaying with said customer browser second information identifying said manufacturer, a portion of

said displayed second information selectable to activate said manufacturer hyperlink; and / fig 6,7,8;

col 6, L 25-43;

-responding to a selection of said portion of said second information by transmitting to said page

server a request for said manufacturer product list page file and by transmitting to said page server

said manufacturer identifier / fig 2A(23-43), 2B(43-49),6,8

Dworkin does not explicitly teach said at least one manufacturer hyperlink operatively associated with

a manufacturer identifier representing a manufacturer and operatively associated with a second page

file identifier representing a manufacturer product list page file.   Official notice is taken that this

feature of at least one manufacturer hyperlink operatively associated with a manufacturer identifier

representing a manufacturer and operatively associated with a second page file identifier

representing a manufacturer product list page file is old and well known in the e-commerce art and / or software art by using a file extension for the second page file identifier to represent a manufacturer product list page file. It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to implement this feature of a page file identifier identifying a corresponding product page file, the corresponding product page file including a product identifier identifying the second product for the advantage of establishing a link for subsequent access to more, follow-up product or supplier information such as warranties or options or credit terms and comparison shopping.

Claim 10,

The method as described in Claim 9, comprising the further steps of:

Dworkin teaches receiving with said page server said request for said manufacturer product list page file; / fig 2A(23-37),2B(41-49),6,8. However, Dworkin does not explicitly teach a manufacturer identifier. Official notice is taken that this feature of a manufacturer identifier is old and well known in the e-commerce art and / or software art by using a file extension to represent any identifier. It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to implement this feature of a manufacturer for the advantage of establishing a link for subsequent access to more, follow-up product or supplier information such as warranties or options or credit terms and comparison shopping.

-processing second instructions in said manufacturer product list page file to use said manufacturer identifier to obtain data representing products of said manufacturer; and / fig 6,8; col 8, L 9-30

-transmitting with said page server to a customer browser said data representing said products of said manufacturer. / abstract; fig 6,8; col 1, L 52-68; col 6, L 44-50; col 8, L 9-20

Claim 12,

The e-store dynamic page file as described in Claim 11 further comprising:

- Dworkin teaches accepting competing cost information related to the cost of said competing

products (col 1, L 62 to col 2, L 63). However, Dworkin fails to teach a cost savings form including at

least one text entry field for including a cost savings hyperlink, the cost savings hyperlink referencing

a corresponding product page file for transmitting information about a difference in cost between said

products and said competing products, the cost savings hyperlink including an identifier representing

a corresponding product and at least one cost identifier representing said competing cost information.

Official notice is taken that this feature of cost savings form including at least one text entry field for

including a cost savings hyperlink, the cost savings hyperlink referencing a corresponding product

page file for transmitting information about a difference in cost between said products and said

competing products, the cost savings hyperlink including an identifier representing a corresponding

product and at least one cost identifier representing said competing cost information.

is old and well known in the e-commerce art and / or retail art of sales with cost savings advertising of

"beating all the competition by 10%" and file extensions to create an identifier representing a

corresponding product and at least one cost identifier representing said competing cost information It

would have been obvious to one of ordinary skill in the art at the time of applicant's invention to

implement this feature on a website for the advantage of convenience summarizing the cost savings

in advance of the consumer having to do so in order to make an faster informative decision based on

cost.

Claim 13,

The e-store dynamic page file as described in Claim12 wherein said script components further

include:

Dworkin teaches records (fig 6,7). However, Dworkin does not teach form placement instructions for

generating said cost savings form. Official notice is taken that this feature of form placement

instructions for generating said cost savings form is old and well known in

the e-commerce art and / or retail art. It would have been obvious to one of

ordinary skill in the art at the time of applicant's invention to implement this

feature of form placement instructions for generating said cost savings form on a website for the

advantage of summarizing the cost savings in advance of the consumer

having to do so in order to make an faster informative decision based on minimum cost.

Claim 16,

A method for retrieving information about a product using information about another product, said

method comprising:

-a step for storing information on a first set of products; / abstract; fig 1(3),3,4; col 1, L 62 to col 2, L

65

-a step for storing information on a second set of products; / abstract; fig 1(3),3,4; col 1, L 62 to col 2,

L 65

-a step for storing an association between the first set of products and the second set of products said

association representing product equivalency/ abstract; fig 1(3),3,4; col 1, L 63 to col 2, L 19; col 2, L

49-65

-a step for establishing communication between a client computer and a server computer; / fig 1; col

1, L 53-69 (computer equivalent in speed of server); col 4, L 3-12: server

-a step for transmitting a product identifier to the server computer, the product identifier representing

a first product, the first product in the first set of products; and / col 2, L 19-41("internal number" or

"identifier" for the product)

Dworkin teaches a second set of products./ fig 6,8; col 1, L 53-68(**"best available price" discloses**

competing products); col 2, L 19-41("internal number" or "identifier" for products). However,

Dworkin does not explicitly disclose step for receiving, in response to the step for transmitting,

competing product information describing a second product, the second product in the second set of

products. Official notice is taken that this feature of step for receiving, in response to the step for

transmitting, competing product information describing a second product, the second product in the

second set of products is old and well known in the e-commerce art and / or software art as implied in

col 2, L 25-30, col 7, L 7-16, 37-40 where the user actually gets the second competitor and his prices

without explicitly using an identifier and instead uses a file extension or a menu template as in col 2, L

8-11 again with the second product specifications. It would have been obvious to one of ordinary skill

in the art at the time of applicant's invention to implement this feature of step for receiving, in

response to the step for transmitting, competing product information describing a second product, the

second product in the second set of products for the advantage of simplicity in requesting product

information and tracking inventory.

Claim 17 (new),

Dworkin teaches a computer readable medium storing instructions which, when processed by a

computer, perform the method as described in Claim 7./ refer to reasoning under claim 7. However,

Dworkin does not teach a computer readable medium storing instructions. Official notice is taken that

this feature of computer readable medium storing instructions is old and well known in the e-

commerce art and / or retail art. It would have been obvious to one of ordinary skill in the art at the

time of applicant's invention to implement this feature of a computer readable medium storing

instructions for the advantage of advantage of portability of use in other computer systems.

Claim 18 (new),

Dworkin teaches the e store dynamic page file as described in

Claim 11./ refer to reasoning under claim 11. However, Dworkin does not teach a computer readable

medium storing the e-store dynamic page file. Official notice is taken that this feature of a computer

readable medium storing the e-store dynamic page file is old and well known in the e-commerce art

and / or retail art. It would have been obvious to one of ordinary skill in the art at the time of

applicant's invention to implement this feature of a computer readable medium storing the e-store dynamic page file for the advantage of portability of use in other computer systems and backup files.

Claim 19 (new),

A competitor product hyperlink comprising:

 a competitor product identification information displayable on a computer screen, the competitor product identification information identifying a competing product;/ col 2, L 6-41.

Dworkin teaches information that describes a second product that corresponds to and competes with the competing product; and/ col 2, L 6-41. However, Dworkin does not explicitly teach a page file identifier identifying a corresponding product page file, the corresponding product page file including a product identifier identifying the second product. Official notice is taken that this feature of a page file identifier identifying a corresponding product page file, the corresponding product page file including a product identifier identifying the second product is old and well known in the e-commerce art and / or software art by using a file extension. It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to implement this feature of a page file identifier identifying a corresponding product page file, the corresponding product page file including a product identifier identifying the second product for the advantage of establishing a link for subsequent access to more, follow-up product or supplier information such as warranties or options or credit terms.

Claim 20 (new),

Dworkin teaches a competitor product hyperlink as described in Claim 19./ refer to reasoning under claim 19./ refer to reasoning under claim 19. However, Dworkin does not explicitly teach a computer readable medium storage. Official notice is taken that this feature of a computer readable medium storage is old and well known in the e-commerce art and / or retail art. It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to implement this feature of a computer readable medium storage for the advantage of portability of use in

other computer systems and backup files.

Claim 21 (new),

Dworkin teaches accessing the competitor product hyperlink as described in Claim 19 and display

on a computer display the competitor product identification information./refer to reasoning under claim

19. However, Dworkin does not explicitly teach a computer readable medium storage. Official

notice is taken that this feature of a computer readable medium storage is old and well known in the

e-commerce art and / or retail art. It would have been obvious to one of ordinary skill in the art at the

time of applicant's invention to implement this feature of a computer readable medium storage for the

advantage of portability of use in other computer systems and as backup files.

Claim 23 (new),

Dworkin teaches processed by a computer, perform the method as described in Claim 22./ refer to

reasoning under claim 22. However, Dworkin does not teach a computer readable medium storing

instructions. Official notice is taken that this feature of a computer readable medium storing

instructions is old and well known in the e-commerce art and / or retail art. It would have been

obvious to one of ordinary skill in the art at the time of applicant's invention to implement this

feature of a computer readable medium storing instructions for the advantage of portability of use in

other computer systems.

Claim 25 (new),

Dworkin teaches processing by a computer to perform the method as described in Claim 24./ refer to

reasoning under claim 24. However, Dworkin does not teach a computer readable medium storing

instructions. Official notice is taken that this feature of a computer readable medium storing

instructions is old and well known in the e-commerce art and / or retail art. It would have been

obvious to one of ordinary skill in the art at the time of applicant's invention to implement this

feature of a computer readable medium storing instructions for the advantage of portability of use in

other computer systems and as a backup medium.

Response to Arguments

Examiner has responded to Applicant's arguments by introducing new art and adding new citations

and clarifying the original citations. **Examiner strongly argues that the specific citation col 1, L 64**

to col 2, L 65 is vital to overcoming applicant's alleged novelty: note, in essence, the

comparison shopping between competitive manufacturers/suppliers and price/specification

comparisons; how a simple split screen, if necessary, could establish a manual price

comparison whereby HTML software could easily link pages to create a single display of

comparisons if necessary. Dworkin has, in this citation, *created a single catalog* (col 2, 63-65)

of many manufacturers/suppliers and specifications for comparative product specification

purposes, which the Examiner believes the applicant has put forth as the kernel of his

invention. That is, applicant is seeking, without question in the mind of the Examiner, "single

screen comparison shopping", which Examiner cannot accept as being patentable in the light

of the art and reasoning cited in this office action.

This action is **Non-Final**. Any inquiry concerning this communication or earlier

communications from the examiner should be directed to Steven R. Wasylchak whose telephone

number is (703) 308-2848. The examiner can normally be reached on Monday-Thursday from 7:00
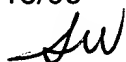
a.m. to 6:00 p.m. EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor,

Vincent Millin, can be reached at (703) 308-1065. The fax number for Art Unit 3624 is (703) 305-

7687.

Any inquiry of a general nature or relating to the status of this application or proceeding should

be directed to the receptionist whose telephone number is (703) 308-1113.

Steven Wasylchak

6/13/03

DR. GEOFFREY R. AKERS, P.E.
PRIMARY EXAMINER